



## **Rules of the international reply coupon design competition**

### **Article 1**

#### **Aim**

In order to find a design for the new international reply coupon (IRC) to be introduced in 2021, the International Bureau of the Universal Postal Union is organizing a design competition for UPU member countries.

### **Article 2**

#### **Theme**

The theme of the competition is “**Preserve the ecosystem – Protect the climate**”.

### **Article 3**

#### **Presentation of design**

The design should be submitted in two formats: hard copy and computer file.

It should be landscape orientation and A4 format (29.7 x 21 cm).

### **Article 4**

#### **General specifications**

Each design should contain a maximum of two colours.

The design should not feature extreme contrasts; each colour should have an intensity of between 20 and 50%.

The design should take account of the fact that the final coupon will include spaces on the bottom left and right for control impressions by the country of origin and the country of exchange. A space must also be left for the optional inclusion of the country's flag (see the IRC example in Attachment 1). These spaces should be an integral part of the design.

### **Article 5**

#### **Hard copy specifications**

The design should be submitted on white unlined paper in pristine condition (free of moisture, creases, folds, stains, etc.).

All techniques will be accepted (drawings (other than line drawings), watercolours, oil, acrylic, etc.).

### **Article 6**

#### **Computer file specifications**

The design should be submitted as a native file, either in Photoshop, Illustrator or TIFF format (standard, non-compressed).

JPEG files will not be accepted.

The image should be RGB; the colours should be in separate layers.

To enable security features to be incorporated, the file resolution should be at least 300 dpi.

#### **Article 7**

##### **Alterations to the design**

The UPU reserves the right to modify the design in order to incorporate security features and the country flag, and to make it suitable for printing.

#### **Article 8**

##### **Information to be supplied with the design**

The author's particulars, together with the name and official seal of the UPU member country, should appear on the back of the design. Designs submitted as computer files should be accompanied by a letter of authentication containing the above information.

Designs should not feature any logos (UPU, postal product names, trademark, etc.).

Designs should not be inscribed with any messages.

#### **Article 9**

##### **Transmission of designs**

Hard-copy designs and computer files should be submitted **by 30 June 2020 at the latest** to the UPU International Bureau at the following address:

##### **IRC design competition**

Universal Postal Union

P.O. Box 312

3000 BERNE 15

SWITZERLAND

#### **Article 10**

##### **Eligibility and acceptance of designs**

Only one hard-copy design and computer file will be accepted per member country, and only documents transmitted via a member country's official postal authority will be considered by the jury.

#### **Article 11**

##### **Jury**

The designs will be displayed during the Abidjan Congress.

The heads of delegations of the UPU member countries present at the 2020 Abidjan Congress will form the jury responsible for selecting the best design, which will be used to illustrate the new IRC.

The jury will vote in Abidjan between 10 and 28 August 2020. The winner will be announced during one of the plenary meetings.

The jury's decision will be final.

**Article 12  
Reservations**

The International Bureau reserves the right to withhold from the jury any designs that do not comply with the above technical specifications or which could not be formatted by the printer.

**Article 13  
Prize**

The member country whose design is selected by the jury will receive, free of charge, 10,000 of the new international reply coupons to be introduced in 2021. The designer will receive a congratulatory certificate.

**Article 14  
Results**

The winner will be announced in *Union Postale* (the Universal Postal Union magazine) and on the International Bureau website, and will be communicated to all participating countries.

**Article 15  
Copyright**

The member country and the author whose design is selected agree to assign all copyright and intellectual property rights to the International Bureau of the Universal Postal Union. In addition to the use of the design as the new international reply coupon's background, it may be reproduced in the press, in the form of a poster or in any other commercial or communications medium, subject to the authorization of the International Bureau.

**Article 16  
Disputes**

Any disputes resulting from or connected with these rules are to be settled with the International Bureau on an amicable basis.